IN THE CLAIMS

Please add the following new claims 17-22 as set forth below.

A complete listing of all claims in this application is set forth below.

1. (original) A method of operating an automated service device comprising the steps of:

beginning a transaction on the automated service device in connection with a current user;

obtaining data regarding a queue of potential users of the automated service device; and

determining whether to provide an optional communication to the current user of the automated service device based on the obtained queue data.

2. (original) The method of claim 1, wherein the step of obtaining data regarding a queue of potential users includes the step of obtaining queue length.

3. (original) The method of claim 1, wherein the step of obtaining data regarding a queue of potential users includes the step of obtaining a number of potential users of the automated service device.

4. (original) The method of claim 1, wherein the step of determining whether to provide an optional communication includes the step of comparing the obtained queue data against a queue threshold.

5. (original) The method of claim 4, further comprising the step of not providing the optional communication when the queue threshold has been reached else providing the optional communication when the queue threshold has not been reached.

6. (original) The method of claim 1, further comprising the step of repeating the steps of obtaining data regarding a queue of potential users of the automated service device and determining whether to provide an optional communication to the current user of the automated service device based on the obtained queue data during various positions in the transaction in connection with the current user.

7. (original) An automated service system comprising:

a processor;

a queue detector in communication with said processor and operative to obtain data regarding a queue length of potential users of the automated service system;

a display in communication with said processor and operative to support a transaction on the automated service system by a current user; and

memory in communication with said processor and containing a plurality of program instructions which, when executed by said processor, causes said processor to:

i) obtain queue data from said queue detector; and

ii) determine whether to provide an optional communication to the current user based on the obtained queue data.

8. (original) The system of claim 7, wherein said memory has further program instructions which, when executed by said processor, causes said processor to obtain queue data from said queue detector regarding queue length.

9. (original) The system of claim 7, wherein said memory has further program instructions which, when executed by said processor, causes said processor to obtain queue data from said queue detector regarding number of potential users of the automated service system.

10. (original) The system of claim 7, wherein said memory has further program instructions which, when executed by said processor, causes said processor to compare the obtained queue data against a queue threshold.

11. (original) The system of claim 10, wherein said memory has further program instructions which, when executed by said processor, causes said processor to not provide the optional communication when the queue threshold has been reached else provide the optional communication when the queue threshold has not been reached.

12. (original) The system of claim 7, wherein said memory has further program instructions which, when executed by said processor, causes said processor to repeat obtaining data regarding a queue of potential users of the automated service device and determining whether to provide an optional communication to the current user of the automated service device based on the obtained queue data during various positions in the transaction in connection with the current user.

13. (original) An automated service device comprising:

a storage device storing an optional communication;

a processor operative to support a main function transaction of the automated service device ;

a display in communication with said processor and operative to show video in support of the main function transaction; and

a queue detector in communication with said processor and operative to obtain data regarding a queue of potential users of the automated service device;

the processor being further operative to utilize the obtained queue data to provide the optional communication only when the queue data obtained by said queue detector is below a queue threshold.

14. (original) The automated service device of claim 13, wherein said queue data comprises queue length for use of the automated service device.

15. (original) The automated service device of claim 13, wherein said queue data comprises number of potential users of the automated service device.

16. (original) The automated service device of claim 13, wherein said queue detector is operative to obtain data regarding a queue of potential users of the automated service device at various times during the main function transaction, and said processor is further operative to determine whether to provide the optional communication to the current user of the automated service device at the various times during the main function transaction based on the queue data obtained at the various times during the main function transaction.

17. (new) A method of operating an automated service device having first functionality and second functionality, comprising the steps of:

obtaining queue length data regarding a queue of potential users of the automated service device during use of thereof by a current user; and

limiting use by the current user of the automated service device to the first functionality only based on the obtained queue length data.

18. (new) The method of claim 17, wherein:

said first functionality is main service functionality, and

said second functionality is optional communications.

19. (new) The method of claim 18, wherein:

said main service functionality is selected from the group consisting of dispensing cash and transferring money, and

said optional communications is selected from the group consisting of displaying advertisements and displaying an offer for an additional service.

20. (new) The method of claim 18, wherein:

said main service functionality includes performing a purchase transaction, and

said optional communications includes displaying an advertisement.

21. (new) The method of claim 17, wherein said limiting step includes the steps of:

comparing the obtained queue length data to a queue threshold, and

preventing use of the second functionality of the automated service device by the current user if the obtained queue length exceeds the queue threshold.

22. (new) The method of claim 17, wherein the automated service device is selected from the group consisting of an ATM, a kiosk, and a self-checkout point-of-sale retail terminal.